



September 21-23, 2021  
online

[www.bernstein-conference.de](http://www.bernstein-conference.de)

## Exhibitor Guidelines

The online exhibition will be setup by the conference organizers. Please send all relevant material to [bernstein.conference@fz-juelich.de](mailto:bernstein.conference@fz-juelich.de) until **September 6, 2021**.

In order to get access to the conference platform, please do not forget to register:  
[https://bit.ly/BC21\\_reg](https://bit.ly/BC21_reg)

In 2021 the conference registration will be free of charge, thus no limitation in booth staff.

## Overview of general conference settings



A detailed description can be found [here](#).

## Exhibition booth & Repository

*In the week prior to the conference, we can set-up a “test-event” allowing you to check the booth details and make yourself familiar with the Hopin environment.*

Each booth comes with a separate chat. Parallel to the chat you can setup a video session where you can showcase your products and services via slide share or interact with your booth visitors on a Miro board.

In addition you can invite several participants on screen, while other participants can watch the session and interact via chat. For the times you are not present at the booth you have the option to run a slide-show via Google Slides.

Please provide us with the following information and material (for details please check pictures below):

### **Essential:**

- Company name
- Company headline: short description underneath the company name
- Company website
- Company email: this is the email that will receive emails from attendees who click the button ‘Register Interest’ in the booth.
- About text: short information about the company, we recommend less than 500 words
- Moderators: names of booth staff to moderate the video session and live demonstrations
- Register interest button text: customize the text of this button
- Company logo: 1080 x 1080 px, size cannot exceed 1 MB
- Background image: 1000 x 350 px, size cannot exceed 2 MB

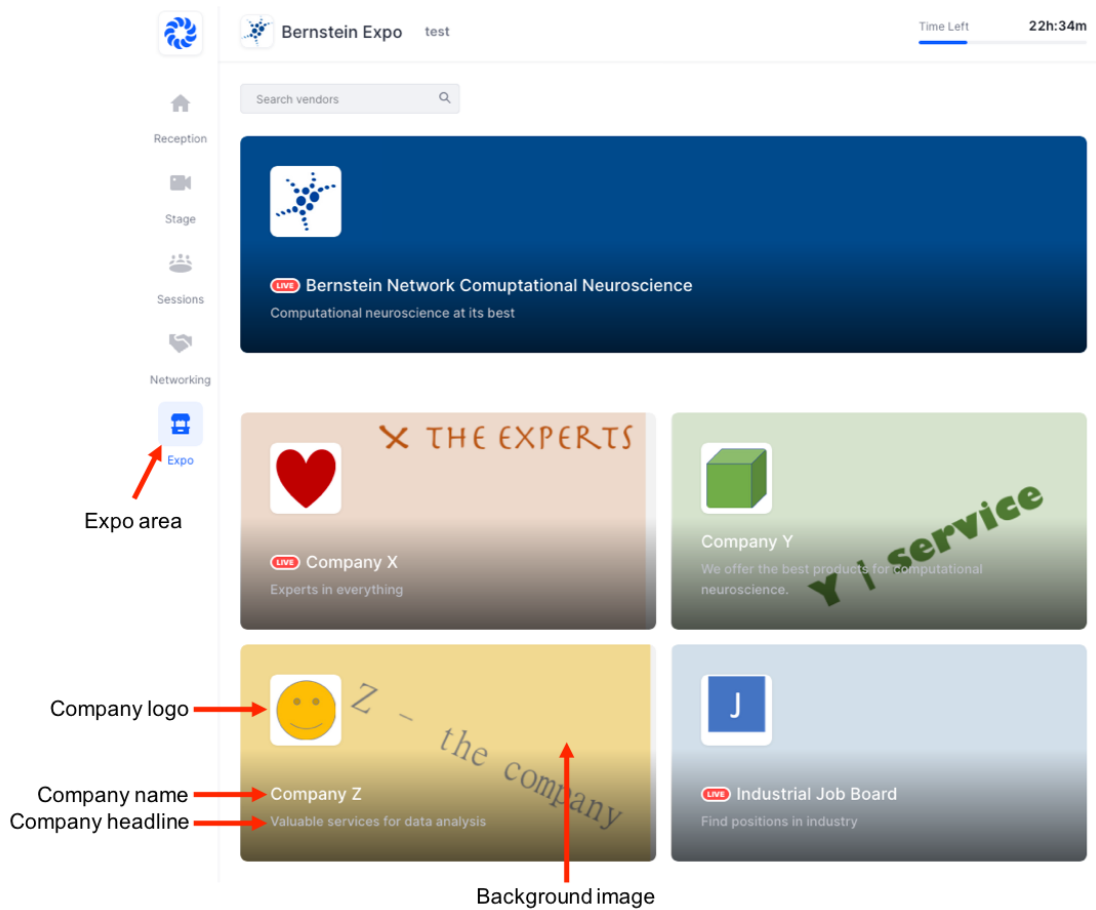
### **Optional:**

- Links to social media: Twitter, Facebook, Instagram, LinkedIn
- Offer text: e.g. 10 % discount to every participant
- On-demand video: if you do not want to use the video session option but stick to the chat only, you can upload one video (YouTube, Vimeo or Wistia)
- Register interest button: here you can also link your website instead of your company email
- Link to Google Slide presentation (need to be published: > File > publish to web)
- Additional information: you can add further description and provide file downloads. It will show under the video player.

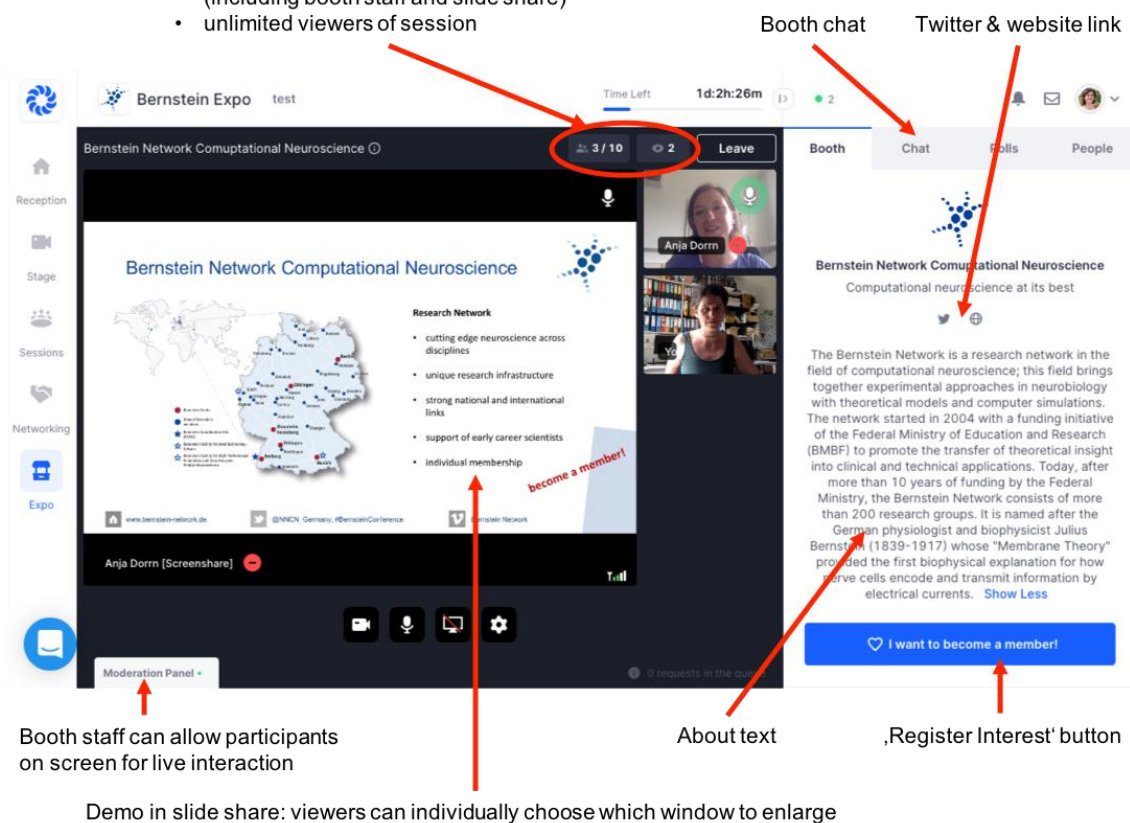
### **Repository:**

*The repository will show the company name, logo and short description (“about text” of the Exhibition booth). It will be available to all participants from Sep 20 – Oct 24, 2021.*

- Download material, e.g flyers
- Links to video files, e.g. tutorials



- up to 10 participants in live video session (including booth staff and slide share)
- unlimited viewers of session



Booth staff can allow participants on screen for live interaction

Demo in slide share: viewers can individually choose which window to enlarge

About text

,Register Interest' button

## Industrial Job Board

One booth in the virtual exhibition area will be dedicated for the industrial job board. Slides containing job advertisements will be presented in loop-mode as an ongoing presentation. In addition a weblink will guide to downloadable PDF of the presentation. Please provide us with:

- 1 PowerPoint slide/ PDF (ratio 16:9) with all relevant information regarding the job advertisement

## Sponsorship

Please provide us with the following information and material:

- Company name
- Company website
- Company logo: 1000 x 500 px, size cannot exceed 2 MB

**The Bernstein Conference is organized by:  
Bernstein Network Computational Neuroscience**  
c/o Bernstein Coordination Site (BCOS)  
Branch Office of the Forschungszentrum Jülich  
at the University of Freiburg  
Hansastr. 9a  
D-79104 Freiburg

**Contact for Exhibitors &  
Sponsors**  
Dr. Anja Dorrn  
[bernstein.conference@fz-  
juelich.de](mailto:bernstein.conference@fz-juelich.de)  
+49 761 2039589